

A close-up photograph of a hummingbird in flight, facing right. The bird's body is covered in iridescent green and blue feathers, while its wings are a mix of purple and pink. Its long, thin beak is a bright red. The background is a soft, out-of-focus green. The entire image is framed by a thin white border.

Balsan
BALSAN

GREEN SPIRIT

2022

Designed & Made in France

MAKE A COMMITMENT AND REPORT THE FACTS

Balsan's commitment to a sustainable industry does not date from today, or even yesterday, but from the day before yesterday. Our visionary predecessors set out to create a «green factory» 50 years ago, when they first set up in the forest of Arthon. Since then, we have set ourselves ambitious yet realistic targets, which were set out in the «Green Spirit» document published this time last year.

One of the commitments made in this green manifesto was to report to you each year on our progress towards the ecological transition. So here we are, for the first time, with this 2023 update. In it, you'll find an update on the 4 most significant and measurable criteria: recycling, energy transition, carbon footprint and waste management.

One of the most significant developments in the last year has been the war in Ukraine, which has led to a serious gas and oil crisis, prompting us to step up our energy efficiency programme. For example, we have streamlined the way we organise work in certain workshops (shorter working week) to optimise our consumption. Balsan has also stepped up its technology watch and carried out an energy diagnostic to prepare for tomorrow's choices more quickly than expected.

Balsan has also obtained ISO 9001 certification, validating the quality of its management system. At the same time, ISO 14001 certification, which specifically concerns the Environmental Management System, has been renewed.

You will also note that a new carbon assessment was initiated in 2023, the results of which we will deliver to you next year, when the next update takes place. I would also like to draw your attention to the development of our collections in Econyl® recycled yarn. You will also note that we offer a range of products with Ecosoft backing, containing 0% bitumen.

Every step counts in reducing our environmental footprint, and we're counting on you to support us in this virtuous process.

Christophe POUILLE
Chairman of Balsan

COMMITMENT OF THE COMPANY

Green Spirit, a corporate culture

Respect for the environment has been part of Balsan's DNA for decades and is, through our Green Spirit initiative, embedded in all the company's operations: design, manufacturing, storage, shipping, research & development, marketing and sales, etc.

Extra momentum

We cannot ignore the increasingly alarming reports from the IPCC* and just carry on with the best practices followed so far. We must go further and continue to move closer to the ideal of a circular and decarbonised economy. We need to bring as many other organisations with us as we can.

* Intergovernmental Panel on Climate Change

Promoting biodiversity

As part of its Green Spirit environmental initiative, Balsan set up an apiary on its land in 2018, which is cared for by employees who are trained beekeepers. Objective: to help protect bees, measure the quality of their ecosystem, promote pollination and biodiversity. It also lets us organise educational activities that help raise awareness.

GETTING INVOLVED ALONGSIDE OTHERS

In the industry



Balsan is one of the most influential members of the UFTM (French Union of Carpets and Rugs) and works to develop practices that promote environmental protection, in particular by founding the Optimum association (see p. 38). We are also involved in the UK as a founding member of the CRUK association (see p. 39).

With our partners



Balsan operates in a landscape that involves many actors. Acting alone, without taking others into account, is therefore completely insufficient and even ineffective. With its long-time commitment to a green approach, Balsan plays a leading role with its partners (suppliers, service providers and customers), both upstream and downstream, to share its values and objectives.

Ready for EPR

(Extended Producer Responsibility)



Based on the 'polluter pays' principle, the aim of the Extended Producer Responsibility (EPR) system is to take action throughout the entire lifecycle of a product: ecodesign, waste prevention, extending the duration of use and end-of-life product management. For our business sector, this system will come into force on 1 May 2023 and we are involved in its implementation.

Participation in the EFFECTIVE European programme

The EFFECTIVE project has come to an end! Balsan, with the help of its partner Aquafil®, has produced the first circular carpet! Made from 100% bio-sourced nylon, this carpet is derived from sugar from beet growing. As the only textile flooring manufacturer involved in this major project, we are proud to have contributed our expertise to this innovation. Studies are continuing with a view to achieving industrial feasibility.

*The EFFECTIVE programme is a major project aimed at developing and producing polyamide in bio-sourced mode.



50 YEARS OF INITIATIVES FOR THE PLANET

Since 1973, a time when ecology was far from being a priority in France and around the world, Balsan was keen to build a 'green factory' for its carpet production. The sustainable economy has been a priority for our company ever since.



1973 - 2000

STARTING OFF ON THE RIGHT FOOT

- **1973** : Construction of a "green factory"
- **1976** : DREAL qualification
- **1990** : GUT certification
- **1996** : Modernisation of the water treatment plant
Installation of a clarifier



2000 - 2015

A STEADFAST COMMITMENT

- **2008** : Co-foundation of CRUK
Sponsorship of the ONF
(French forestry commission)
- **2009** : NEUVY green electricity
Process boiler modernisation
- **2010** : Co-foundation of OPTIMUM
First recycled yarn
- **2011** : ISO 14001 certification
- **2013** : Zero waste in landfill
Renovation of the water treatment plant in Arthon



SINCE 2015

ACCELERATE, INTENSIFY

- **2016** : Balsan's Green Spirit
- **2018** : Installation of an apiary
EFFECTIVE European project
Green electricity on all Balsan sites
- **2019** : Forklift electric conversion
- **2020** : ÉCOVADIS silver medal
- **2022** : ÉCOVADIS gold medal
First tiles without bitumen
ISO 9001 Certification

TO BE CONTINUED...

OUR OBJECTIVES FOR 2030

Ambitious and realistic at the same time, we have set ourselves consistent goals, which we are committed to achieving by the end of the decade. Our clear and measurable criteria will be monitored and assessed regularly and transparently. We will report every year on Balsan's progress against the following four criteria:



ENERGY TRANSITION

Balsan is intensifying its technological monitoring and has carried out an energy diagnosis to make the best choices for tomorrow.

→ **2030 : Reduce energy consumption by 20% per m² produced**



2022 : Reduction of 14% thanks to a reorganisation of production

→ **2030 : Increase our use of green energy by 50%**



2022 : 1 % progression
Area of improvement: we are strengthening our partnership with our gas suppliers in order to be able to benefit as quickly as possible from changes in production methods.



WASTE MANAGEMENT

> **2030 : Increase the recycling of our waste by 50%**



2022 : Strong increase of 24% with the improvement of sorting in production and the setting up of new external recycling channels.



CONTENU RECYCLÉ ET BIOSOURCÉ

> **2030 : Increase the average recycled or biosourced content of our products by 45%**



2022 : 2% increase. New ranges will be launched in 2023 with recycled yarn in all our markets. The evolution of our collections : Vision of Elegance, Grand hotel, Re-créative, Color Scale) are also included in this commitment



CARBON FOOTPRINT

Balsan has decided to bring forward this objective to 2027.

> **2027 : Reduce the average carbon footprint of our products by 15%**



2022 : 5% reduction due to increase in regenerated or recycled yarn products; and more accurate data with individual certifications.

SIX INITIATIVES TO ACHIEVE OUR GOALS

From ecodesign to recycling and reusing end-of-life products, it's a whole new way of approaching each operation within the company. A system in which best practices are coordinated and complement each other in a virtuous circle: circular economy. This environmental vision is shared by everyone at Balsan, we are all committed to Green Spirit.



Our Green Spirit commitment



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ECODESIGN P. 14



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PRODUCE SUSTAINABLY P. 20



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CERTIFY P. 26



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RECYCLE P. 34



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REUSE P. 40



1 ECODESIGN

It all starts with the design of our products, favouring recycled and recyclable components to make our carpets and gradually reducing their carbon footprint, thanks to technological innovations. Packaging management is also a key issue that we take very seriously in order to minimise waste.

Eco-design is a permanent source of innovation for our industry and also an incentive to create textile floorings more sustainably and responsibly.

ECODESIGN PRIORITY TO RECYCLED COMPONENTS

Respecting the environment is an essential strand of our Research & Development work! When producing our textile floorings, we and our suppliers seek the best performance in terms of the circular economy and in limiting our carbon footprint.



The twin virtues of ECONYL® yarn

Many fishing nets are abandoned at sea, becoming traps for fish and a threat to the marine ecosystem. The manufacturer Aquafil® collects these 'ghost nets' and recycles them into polyamide fibres, which are used in our carpets. Thus, ECONYL® yarn is doubly advantageous: it contributes both to the preservation of marine life and to the circular economy.



Recycled yarn

For the Dolce Vita and Color Scale collections, Balsan uses an innovative, 100% recyclable yarn with 75% recycled content, which reduces the use of virgin materials, thereby limiting CO₂ emissions (37% CO₂-Eq./kg compared with yarns made from fossil resources).

Four recycled acoustic sub-layers

Confort+, Ecosoft, NRB and Sonic Confort:

80 to 100% of these four acoustic sub-layers,

developed by Balsan to meet the demand for different levels of soundproofing, are

made of recycled components,

which mainly come from recycled plastic bottles.



Bitumen-free residential products

Since 2022, Balsan has been developing a new generation of eco-responsible tiles, Dolce Vita, made from 75% recycled yarn. Its Ecosoft backing contains 90% recycled felt and 0% bitumen. A major development that holds great promise for the future!

ECO-DESIGN

ADAPTING PACKAGING AND LIMITING OUR CARBON FOOTPRINT

Reduce packaging

In most cases, packaging is essential during shipping, but we strive to limit its volume, reduce the use of plastic and find better alternatives. For example, we are trialling solutions for transporting tiles without any packaging.



Packaging that is more environmentally friendly

80%

of the packaging used to ship out rolls of Balsan carpet is made from recycled material.

100%

of our packaging is recyclable.



Limiting the carbon footprint of our products

A carbon footprint is an indicator that aims to measure the impact of an activity on greenhouse gas emissions. This impact is generally expressed in CO₂-eq/m². We have to reduce our carbon footprint! We have managed to reduce it by 50% for seven of our collections, and this is just the beginning.

+/- 700 Low-carbon Balsan references*

-50% Compared to the market average : 13,5 kg CO₂-eq/m²**

*Standard & Custom
** FDES : environmental and health data sheets, can be consulted in the INIES database: www.inies.fr

<p>3,65* KG CO₂-Eq./m² 6,16** KG CO₂-Eq./m²</p> <p>L480</p>	<p>3,90* KG CO₂-Eq./m² 6,43** KG CO₂-Eq./m²</p> <p>Pilote²</p>	<p>3,96* KG CO₂-Eq./m² 6,48** KG CO₂-Eq./m²</p> <p>COLLECTION Pilote 3D</p>	<p>4,35* KG CO₂-Eq./m² 7,02** KG CO₂-Eq./m²</p> <p>COLLECTION Take a Walk</p>
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<p>4,20* KG CO₂-Eq./m² 6,96** KG CO₂-Eq./m²</p> <p>Nexus</p>	<p>5,50* KG CO₂-Eq./m² 8,21** KG CO₂-Eq./m²</p> <p>COLLECTION Color Scale</p>	<p>5,75* KG CO₂-Eq./m² 7,40** KG CO₂-Eq./m²</p> <p>COLLECTION Infini Colors C-</p>
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* Cradle to gate
** Cradle to grave over the whole life cycle for a total lifetime of 10 years

A pair of hands is shown from a top-down perspective, gently cupping a small, vibrant green tree sapling. The sapling has a thick, dark trunk and dense, needle-like foliage. The hands are positioned around the base of the tree, which is still in its natural soil. The lighting is warm and focused on the hands and the tree, creating a sense of care and nurturing. The background is dark and out of focus.

2 PRODUCE SUSTAINABLY

Balsan's industrial facilities are harmoniously integrated into their natural environment in Indre, central France, regularly inspected by the DREAL (Regional Directorate for Environment, Development and Housing) and audited by independent bodies. Our aim is not only to comply with the environmental regulations in force, but to take a step ahead in terms of limiting transport and the sustainable management of water and energy. To produce sustainably.

PRODUCE SUSTAINABLY LIMIT DISTANCE TRAVELLED

In 2018, 24% of global CO₂ emissions due to energy use came from the transport sector* (road, sea and air). With a highly consolidated production structure and mainly French and European supplies, Balsan limits distances and therefore emissions.

*Source: OECD, 2019 report.

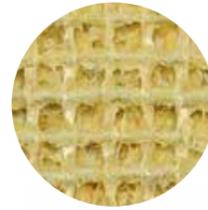
Centralised French manufacturing

Our two factories in Arthon and Neuvy Saint-Sépulchre in central France are only 15 km apart.



European supplies

90% of the components used to produce all our collections come from the European continent.



Back

Yarn



Latex



Backing

Neuvy
Textile tiles & planks
Arthon
Wide carpets



PRODUCE SUSTAINABLY
**SUSTAINABLE
 WATER AND
 ELECTRICITY
 MANAGEMENT**

The treatment plant

sactivated sludge and aerated lagoons, allows us to treat the wastewater generated by our industrial activity ecologically. 85% of the water recovered is purified before being discharged into the surrounding river, while the remaining 15% evaporates. The sludge from the treatment plant is reprocessed as fertiliser and spread on nearby farms.

Green energy

Balsan uses green electricity (wind, solar and hydro-electric) at both production sites and the Paris showroom. Our aim is to increase our share of green energy used by 50% by 2030, while reducing energy consumption per m² by 20%.



We adapt our manufacturing processes continuously to improve our energy efficiency and reduce our waste.

2009

The main boiler is equipped with new burners that are more energy efficient.

2015

Inauguration of a new production line that is more efficient and generates less waste.

2018

Installation of the new measuring winder, to optimise the use rates of solution-dyed yarn.

2019

Gas forklifts are replaced by electric ones.

2023

Carbon audit in progress

3 CERTIFY

Each certification we obtain is not an end in itself, but a marker of progress toward our environmental goals.

Each certification is an opportunity to audit our production methods or the compliance of our buildings. It is important to remember that these certifications are awarded by independent bodies, according to specific criteria and are not acquired once and for all.



CERTIFY CERTIFICATIONS THAT REWARD BALSAN'S EFFORTS

Manufacturing certifications

ISO 14001 certification



The international ISO 14001 standard defines the requirements specific to the implementation of an Environmental Management System within organisations of any size and in any field. This certification, while allowing for a better understanding of environmental issues, provides a management tool used to integrate these issues into the company's functions and organisation. It puts them at the same level as quality and safety. It requires us to structure our approach in order to remain at the forefront of environmental regulations.



Environmental Contributions



Environmental Product Declarations (EPDs) have been set up in collaboration with the GUT (Gemeinschaft Umweltfreundlicher Teppichboden). These EPDs include a product life cycle analysis, and also a range of other information required for additional environmental qualification (comfort, acoustics, VOCs). They are approved by a well reputed third party, the IBU (Institut Bauen und Umwelt). Currently, a large number of Balsan products are covered by the EPD label.

ISO 9001 certification



The ISO 9001 standard defines the criteria and requirements for implementing a quality management system. It includes a set of tools and methods designed to optimise the effectiveness, efficiency and excellence of the Balsan processes.

Building certifications

Commitment to the High Quality Environmental standard

Created by the HQE® association and recognised as a public utility by the decree of the 5th of January 2004, HQE® procedure has two objectives: improving health and comfort of the users in a building and reducing its impact on the environment. It concerns tertiary buildings (offices, public buildings, etc.) and describes their environmental quality. There are 14 targets, split into four main sections: eco-construction, eco-management, comfort and safety. BALSAN provides a range of broadloom and tile carpets which meet 8 out of the 14 targets included in the procedure.

FDES (Environmental and Health Data Sheets)



FDES relate to construction and decoration products. They are the products' environmental identity card, based on the results of a life cycle analysis (LCA), with a view to calculating the environmental performance of a building.



Breem



This is an environmental building evaluation system which has been created by the BRE (Building Research Establishment). The BREEAM (BRE Environmental Assessment Method) provides a comprehensive evaluation of the environmental performance of buildings, from design to construction to use. Concerning the evaluation of the materials used, a specific approach has been outlined. It uses audits on production sites in order to accurately establish the environmental profiles of the products according to a life cycle analysis.

Environmental assessment of buildings



LEED® (Leadership in Energy and Environmental Design) environmental evaluations provide a system to evaluate the environmental impact of buildings. It was drafted by the US Green Building Council (USGBC). In the same way as the other systems, the LEED® approach evaluates building performance according to the following categories:

- Environmentally responsible site design and layout,
- Efficient water management,
- Energy and atmosphere,
- Materials and resources,
- Quality of the indoor environment.

4 REDUCE

As we know, the ecological transition starts with restraint: consuming less to reduce our impact on global heating. We have been taking this restrictive but positive approach for several years and are now in the process of scaling it up, at all levels of the company: in our offices, factories, on the road, etc. The aim is to moderate essential consumption and phase out all unnecessary consumption.

REDUCING AND LIMITING OUR EMISSIONS AND WASTE



B-Connect, self-adhesive connectors

Designed for our tiles, these recyclable connectors simplify installation while avoiding pasting glue to the floors. They can be repositioned and allow to reuse tiles if carpets are changed.



Samples

We have reduced the size of our plain samples to 16 x 16 cm (instead of 50 x 50 cm) in order to use less material, packaging and generate less CO₂. We also encourage our customers to limit the number of samples per project and to return them to us after their presentations.



The vehicle fleet

Our car parks are equipped with charging stations and our corporate fleet is gradually being replaced with hybrid or electric vehicles.

Save energy with a carpet

Carpet retains between 10% and 12% of the heat which would otherwise be lost by a hard floor. It provides very good thermal insulation and helps maintain a consistent level of warmth in all rooms, thus delivering significant energy savings!



Car sharing encouraged

It limits the number of kilometres our employees spend commuting.



Video conferences

We strongly encourage this method of communication for meetings, whenever it can avoid a long journey.



E-learning training

The same applies to training our teams: we adopt remote training as much as possible, except, of course, for training in the use of machinery.



Environmentally responsible prints

The environmentally friendly printing process used to produce this document and other brochures combines sustainable forest management, 100% plant-based inks, solar energy and reduced water consumption.



Towards zero paper

The rule in offices is to limit the printing of documents as much as possible. We encourage the use of digital tools (brochures etc). Another step forward for the environment: Balsan already dematerialises all its commercial documents.



Recycling bins

The bins in our offices and company restaurants have been sorted for recycling for many years.

5 RECYCLE

Recycling is the principle of processing waste from products that have reached the end of their life, which allows some of their components to be reused to make new products. These processes have been fully integrated into our manufacturing processes for over ten years, but they continue to evolve thanks to our Research & Development department and the sharing of experience with our partners. Our work to promote the recycling our products is twofold: on the one hand, internal and on the other hand, external.

RECYCLE

ACTIONS WITHIN THE COMPANY

Separability of materials

Recycling materials first requires that the various components are easy to separate without excessive energy expenditure, in order to optimise recycling operations. For several years, Balsan has been conducting research with its partners to improve the separability of components, particularly of textile fibres and the bitumen underlayer.

Reuse of stands at different public events

Floorings, furniture, samples, colour charts... All our presentational elements are used several times.

Selective sorting of all industrial waste

Cardboard, plastics, yarn, pallets, metals, etc. All our waste is systematically sorted and sent to the appropriate recycling channels.



10 YEARS ZERO WASTE TO LANDFILL - WHAT AN ACHIEVEMENT



RECYCLE ACTIONS OUTSIDE THE COMPANY

Recycling used tiles and carpets

Balsan is very active within the UFTM (French Union of Carpets and Rugs) and is particularly involved in developing joint waste collection and recovery operations. The objective is to provide a structured network and specialist operators for professionals with the end result of recycling 100% of carpet and tile waste.



Two recycling operations supported by Balsan: when waste becomes a resource

OPTIMUM IN FRANCE



Within the UFTM, Balsan has been heavily involved in founding the Optimum association since 2010. It offers project owners, project managers and architects a 3-step logistical and technical solution for recycling carpets at the end of life.

More than 1,2 million m² collected since the programme was launched.



1. Waste collection

After removal, used tiles and carpets are packaged in big bags or on pallets.



2. Traceability

To support this approach, the project manager receives a "Certificate of sustainable solutions", which guarantees the traceability of all operations.



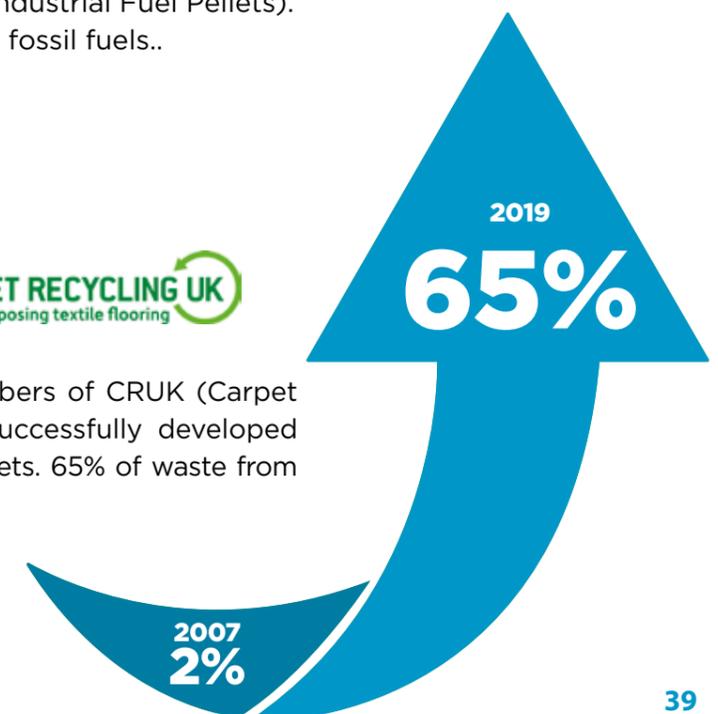
3. Reprocessing

Used tiles and carpets are transported to the Vanheede Group processing unit, where they are crushed and transformed into CVSR HPC (High Calorific Value Industrial Fuel Pellets). They replace non-renewable fossil fuels..

CRUK IN THE UK



Balsan is also one of the founding members of CRUK (Carpet recycling UK), which since 2008 has successfully developed solutions to reduce waste from used carpets. 65% of waste from used carpets is now recycled!



6 REUSE

The quality of Balsan carpets and tiles gives them a second life when the time comes to remove them. Infinitely more environmentally friendly than the landfill and even better than recycling, reuse is the most sustainable solution. It is recommended by Balsan, which designs its collections and repositionable B-Connect connector systems, with this second life in mind.

REUSE WHEN CARPETS HAVE A SECOND LIFE...

Reuse: second-hand carpets

The first way to give a carpet a second life is to reuse it as it is. As with clothing, furniture and cars, there is a second-hand market for carpets and textile tiles. Balsan works with maintenance companies that recondition carpets in order to sell them second-hand.

Long-lasting performance

Balsan manufactures its carpets mainly with polyamide yarn, which offers the best mechanical performance and the highest resistance to various stresses such as walking, wear, maintenance, UV, abrasion, etc. Solution-dyed yarn is guaranteed for 15 years, which allows for several lives!

The benefits of repositionable B-Connect

Balsan's connector system facilitates the removal and reuse of carpet tiles and planks.



**SOLUTION-DYED
YARN WITH A
15 year
WARRANTY**



Example of how to creatively reuse worn tiles



A NEW LIFE FOR BALSAN TEXTILE TILES!

With the environment in mind, Balsan is fully committed to the re-use approach. Balsan can help you find tiles that have already been used to meet your requirements, and/or take charge of your used carpet to give it a new life.

Balsan uses service providers authorised to recondition its used tiles, who then guarantee that the reused products meet our high standards.

In the case of tiles to be recovered for re-use, its partners comply with the following stages:



1 Product quality assessment to validate their potential re-use



2 On-site cleaning, removal and sorting of slabs suitable for re-use



3 Inspection of selected products and repackaging in recyclable packaging.



4 Disposal of non-reusable tiles for recycling*.



5 Traceability of products and issue of a certificate of re-use.

*Tiles that cannot be reused can be energetically recovered by the Optimum system (see page 39).

2024 BALSAN CARPET FOR THE ATHLETES' VILLAGE...

BALSAN   optimal karpet

To host the 2024 world sporting events in Paris, a vast urban redevelopment and recycling operation* took place near Paris to give rise to a new sustainable living district and accommodate the athletes' village. Orak-Optimal Karpet, one of Balsan's partners, was able to install 6,600 m² of Balsan L480 and Pilote² carpet.



*After the competition, the infrastructures will be converted into tertiary and residential living spaces.

NATURE AS A SOURCE OF INSPIRATION



Nemus :
Elise Fouin

Chlorophyllae : Nicolas Fraudet



Abyss : Stéphanie Bourgeois



Friselis : Isabelle Daëron



Florens Orbis: Baptiste Vandaele



Spring : Marie Grebille

COLOR
YOUR
DREAMS

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